

Impactful Research

(in Social Sciences)

05 - May – 2020

Webinar

Dr. Yogesh C. Joshi

Dean, Director and Professor

**G. H. Patel Postgraduate Institute of Business
Management**

Sardar Patel University

Vallabh Vidyanagar – Gujarat

Why do you conduct research?



- Purpose must be clear



Objectives of a Nation!!

Motivation: Why should I do research?

- **Internal drive**

- Research interest (sense of achievement/fulfillment, curiosity)
- Strong ambition (self-expectation)

- **External drive**

- Degree and diploma
- Parents, teachers, friends
- Peer pressure (sense of honor and responsibility)
- Small success

Research Problem Selection

- **Good research largely depends on the selected problem**
 - 90% of a research job is done when you find a good problem.
 - A good problem is difficult to find
 - Not too easy or too difficult
- **How to select a problem?**
 - Is it an old problem or a new problem?
 - Usually, new problems have more opportunities
 - Is it a significant problem?
 - Practically important yet technically challenging

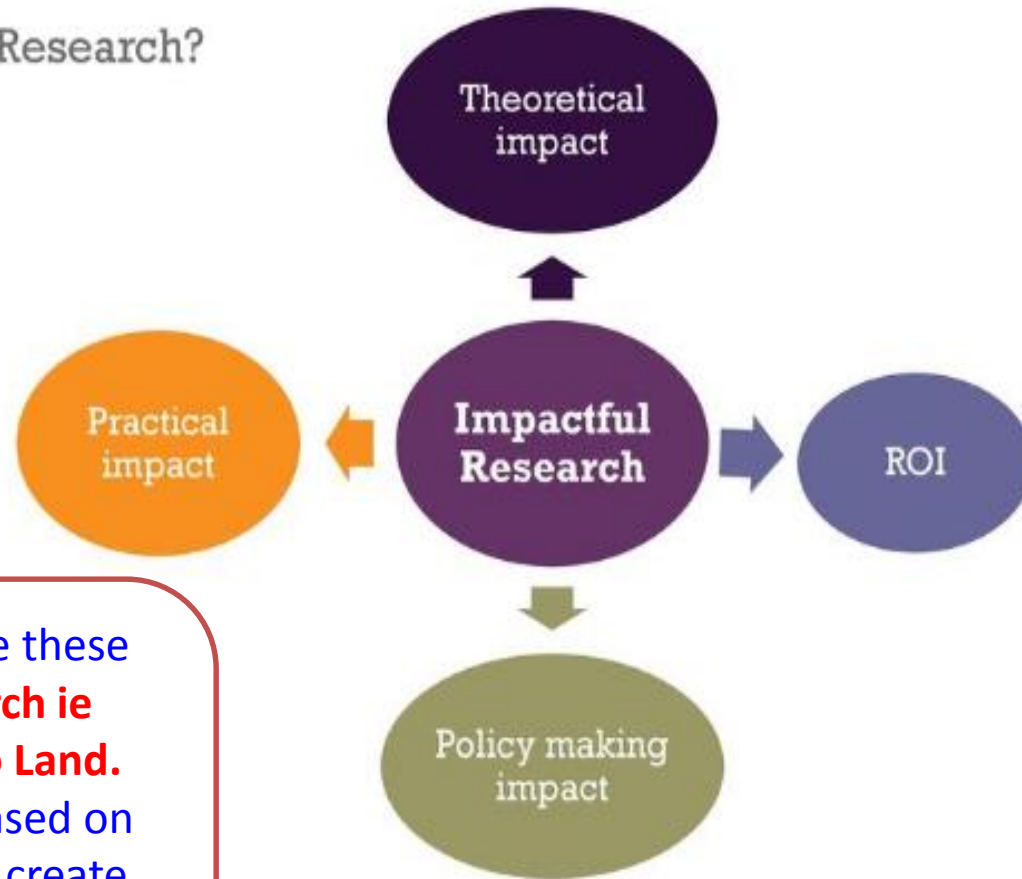
The Key Ingredients of Research: Contribution

(Where is the *Malai* / Cream)

- One major contribution is better than many small ones
- What is the contribution type?
 - Knowledge discovery, invention, integration, application
- Identify, describe, and demonstrate the big idea
- Asking the right problem, then asking the problem right
- Innovation! Innovation! Innovation!

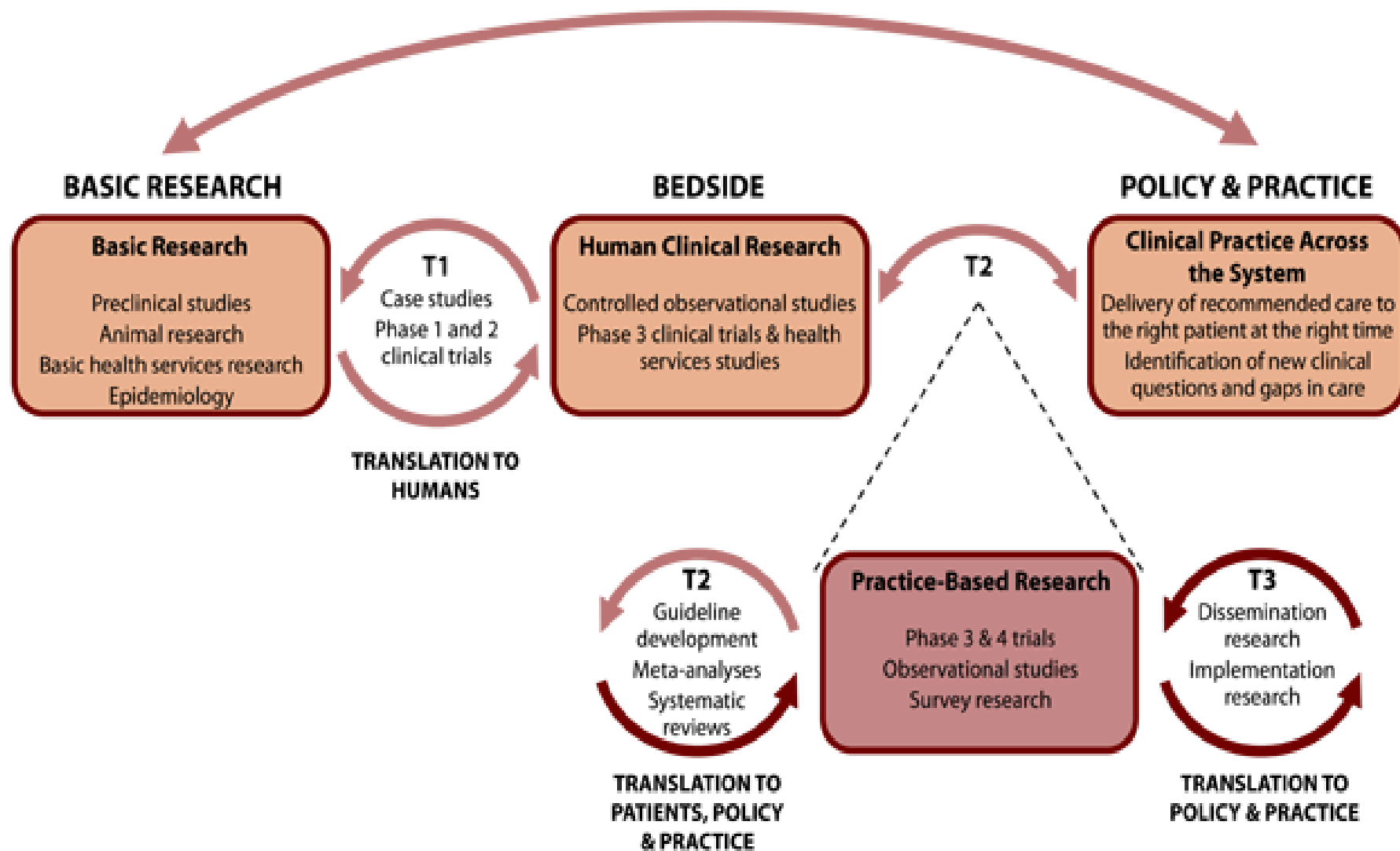
What is impactful Research?

■ Impactful Research?



- New jargon used in Science these days is **Translational Research** ie **Bench to Bedside or Lab to Land**.
- Translational research is based on **Basic Scientific Research** to create new therapies, diagnostic methods, medical procedures etc. or technology to benefit farm produce.

Types of Translational Research

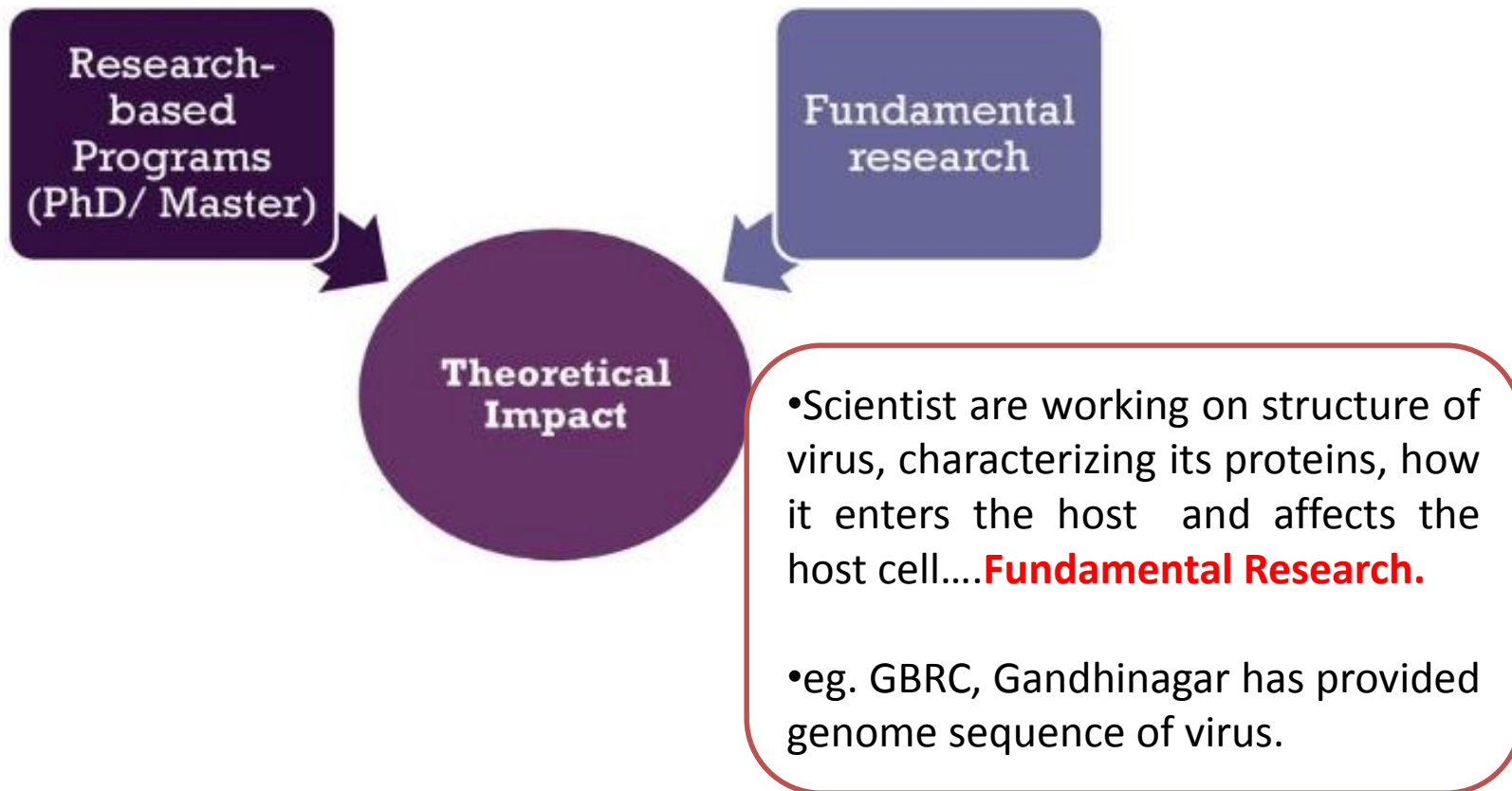


Westfall et al. Practice-based research – “blue Highways” on NIH roadmap. JAMA. 2007; 297(4): 403–406 (adaptation).

NSW Health and Medical Research Strategic Review 2012. NSW Ministry of Health. Page 4 (adaptation).

Theoretical Impact

- Contributions to theory (new idea/ model/ framework/ guidelines/ principles/ algorithms/ formula, etc.)

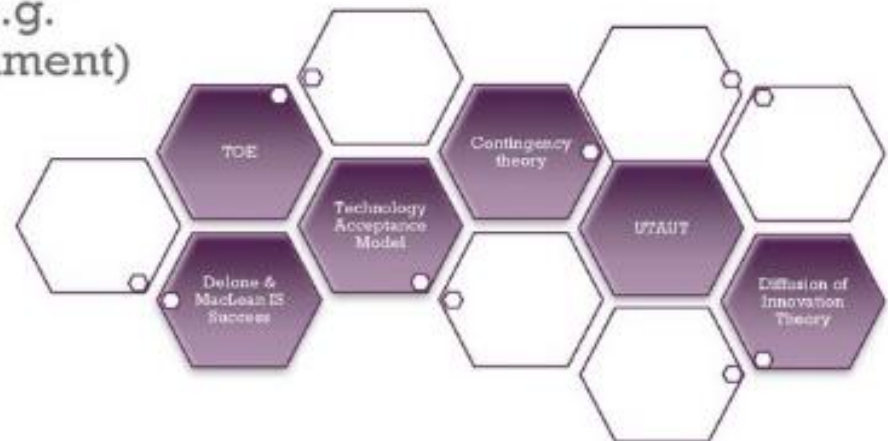


+ Theoretical Impact

■ Example:

■ Research in Information System area:

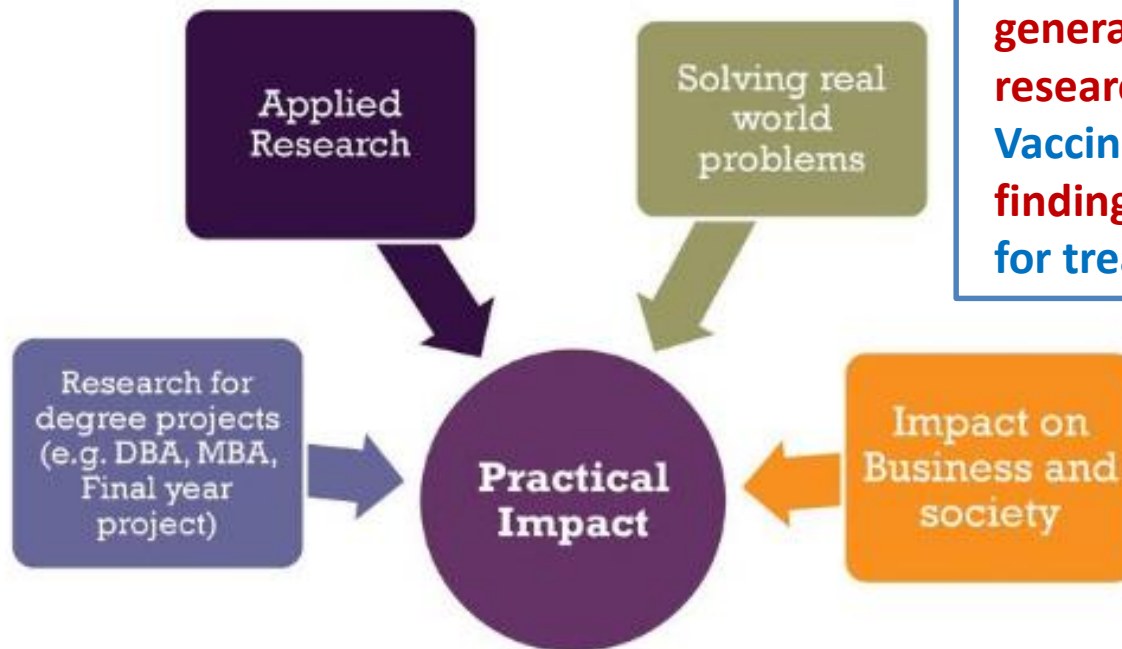
- Consists about 110 theories
- Your Research should refer/ utilise/ select relevant theories
- Your research should have impact on any of these theories (e.g. refinement, merging, alignment)



Practical Impact



- Contributions to practice (outcome can be adopted/ adapted/ implemented/ used/ commercialised)

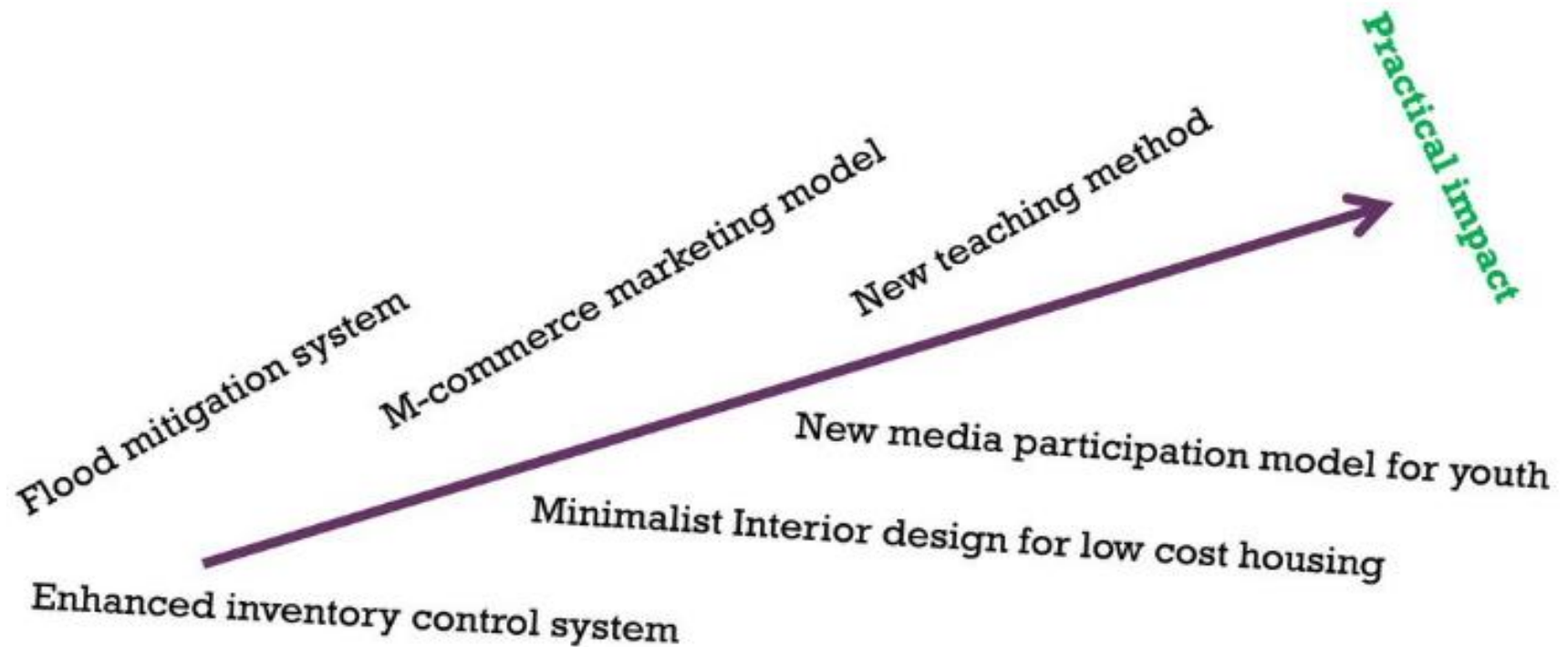


The information generated by fundamental research is translated into Vaccine Development, finding New Drug Targets for treatment etc.

+ Practical Impact



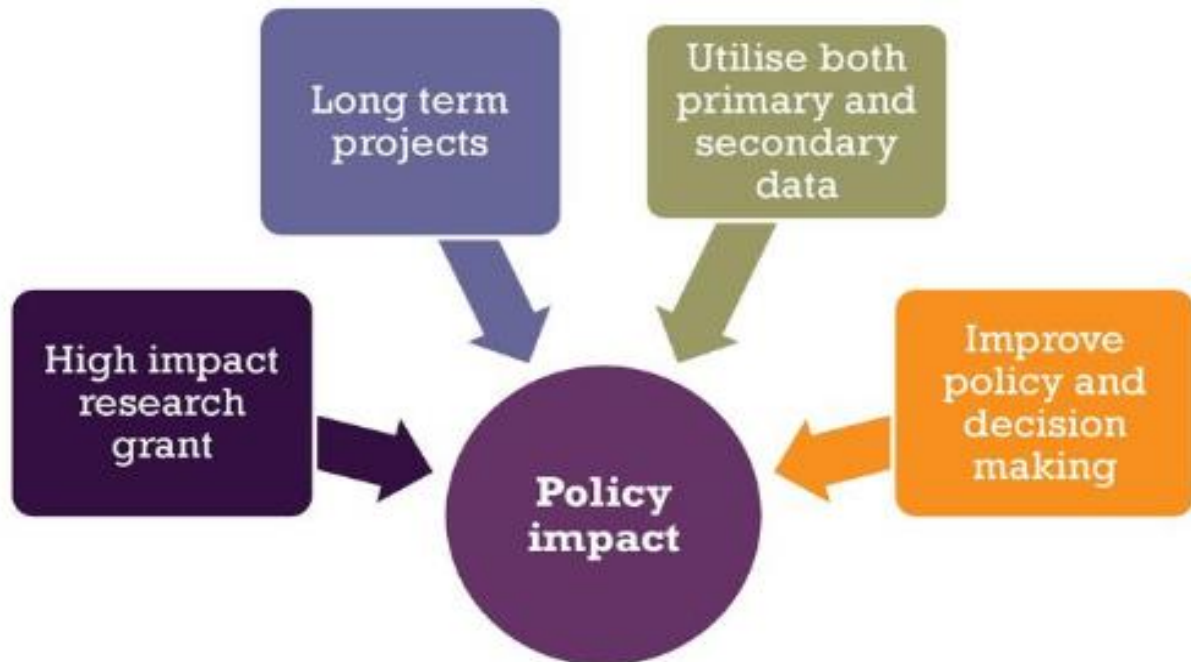
- Examples of practical impact based research projects



+ Policy Impact



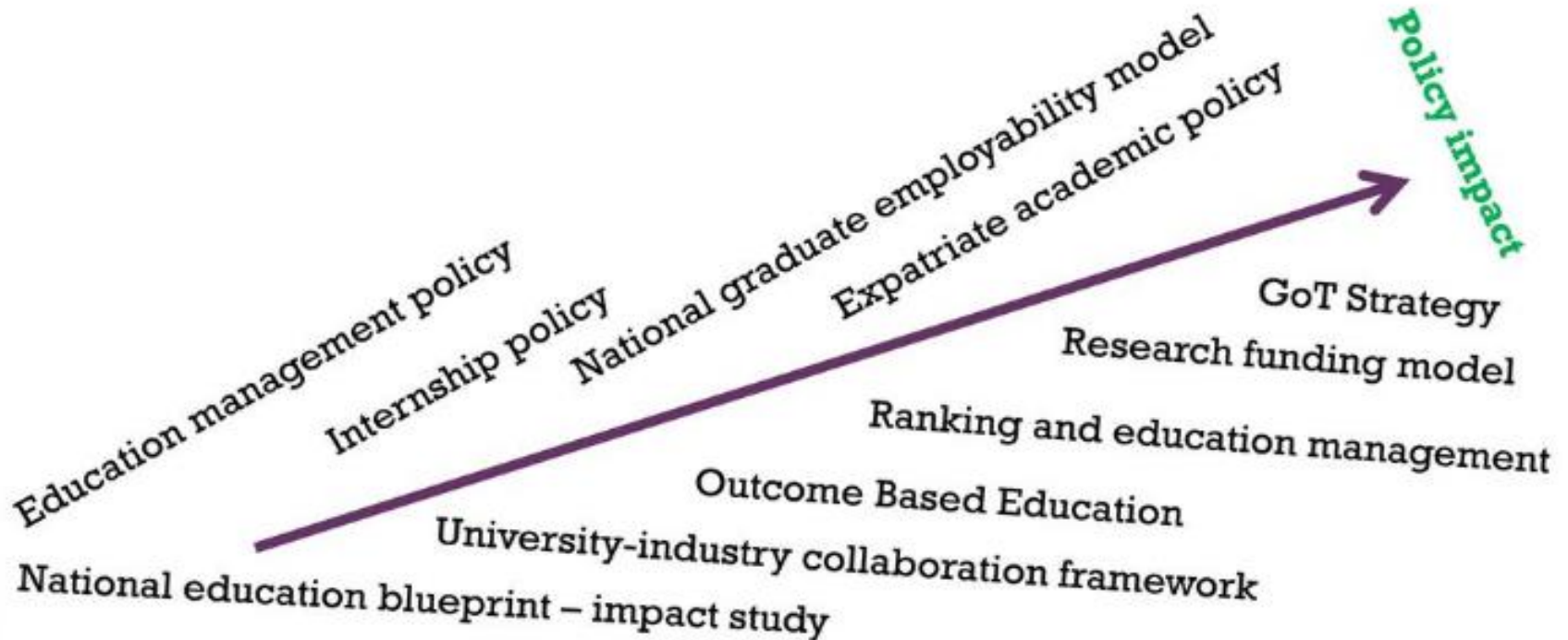
- Impact on policy and decision making for both public and private sectors



+ Policy Impact

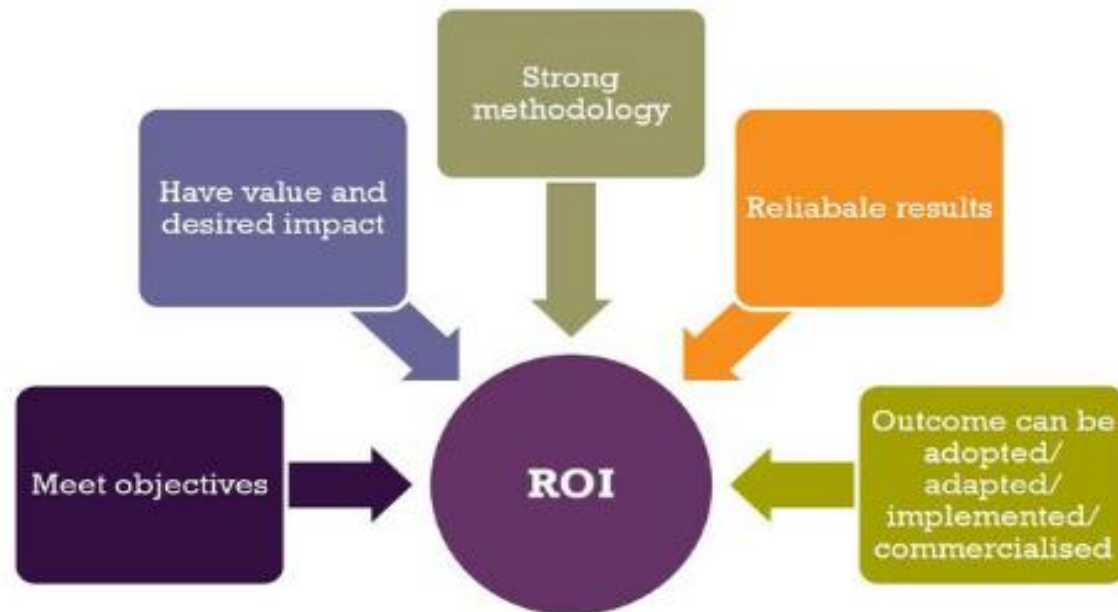


- Examples of policy impact research (Higher education context)



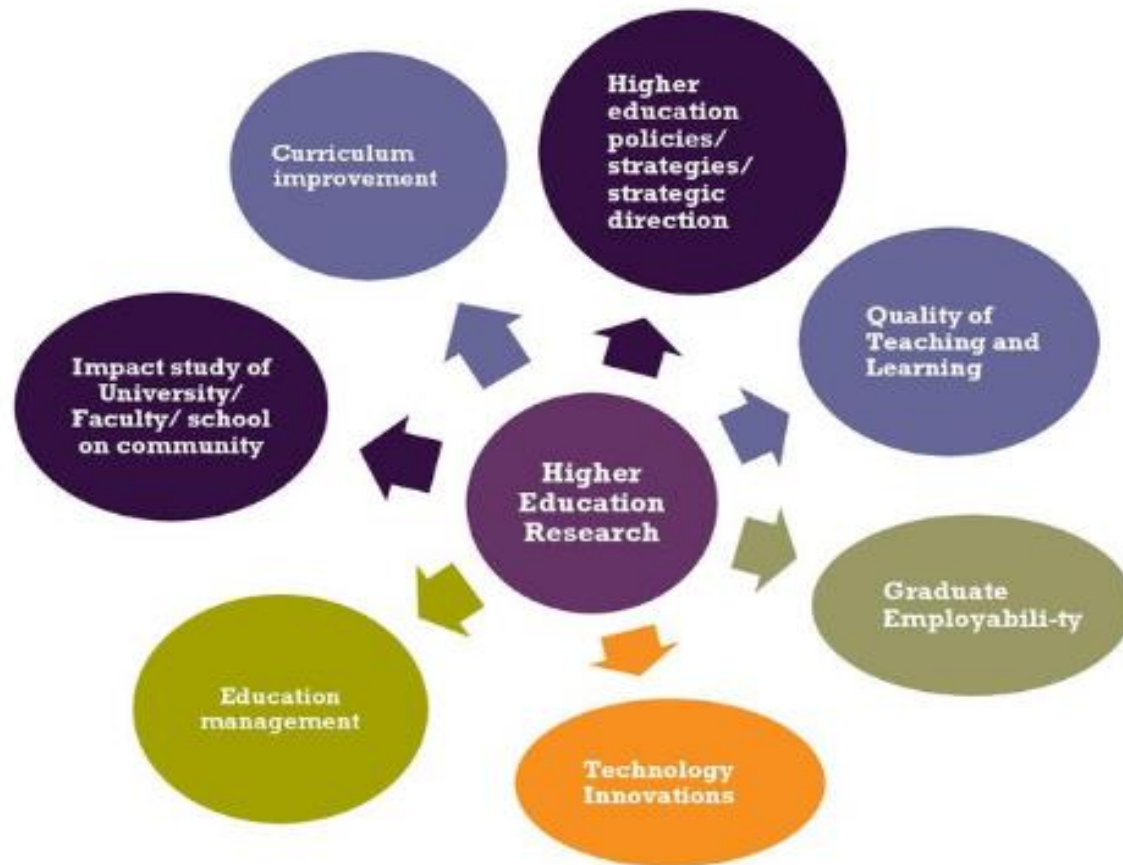
+ Return on Investment

- Research projects are mostly heavily funded by many parties (Government/ private sector/ NGOs/ International agencies)
- These stakeholders need ROI





Impactful research for Higher Education





Impactful research and publications



- Impactful research is linked to quality publications
 - Publish in high ranked journals (e.g. ABS List or ABDC List)
 - Publish in top ranked magazines
 - Case studies
 - Books and monographs
 - Etc.

+ Impactful research and university reputation/ranking



- Most international accreditations require institutions to have good track records of impactful research (e.g. AACSB, EQUIS)
- Ranking:

■ QS	Times Higher Educations (THE)
Academic reputation (40%)	Teaching & Learning (30%)
Employer reputation (10%)	Research (Volume, income, reputation) (30%)
Student-faculty ratio (20%)	Citations (30%)
International faculty (5%)	International outlook (7.5%)
Citation per faculty (20%)	Industry income (KT) (2.5%)
International students (5%)	

+ Concluding remarks

- A good research is the one which has an impact on both theory and practice.
- Impactful research determines the development of theory and help improve quality of lives and the way we do things.
- Impactful research can also spearhead the academic reputation and standing of an institution.



References

Adaptation from

- Prof. Dr. Shahizan Hassan, OYA Graduate School of Business University, Utara Malaysia
- Michael, Part I: 2011年5月18日, Part II: 2011年7月25日, How To Do High Quality Research, Write Acceptable Papers, and Make Effective Presentations? - “内在美”与“外在美”的追求